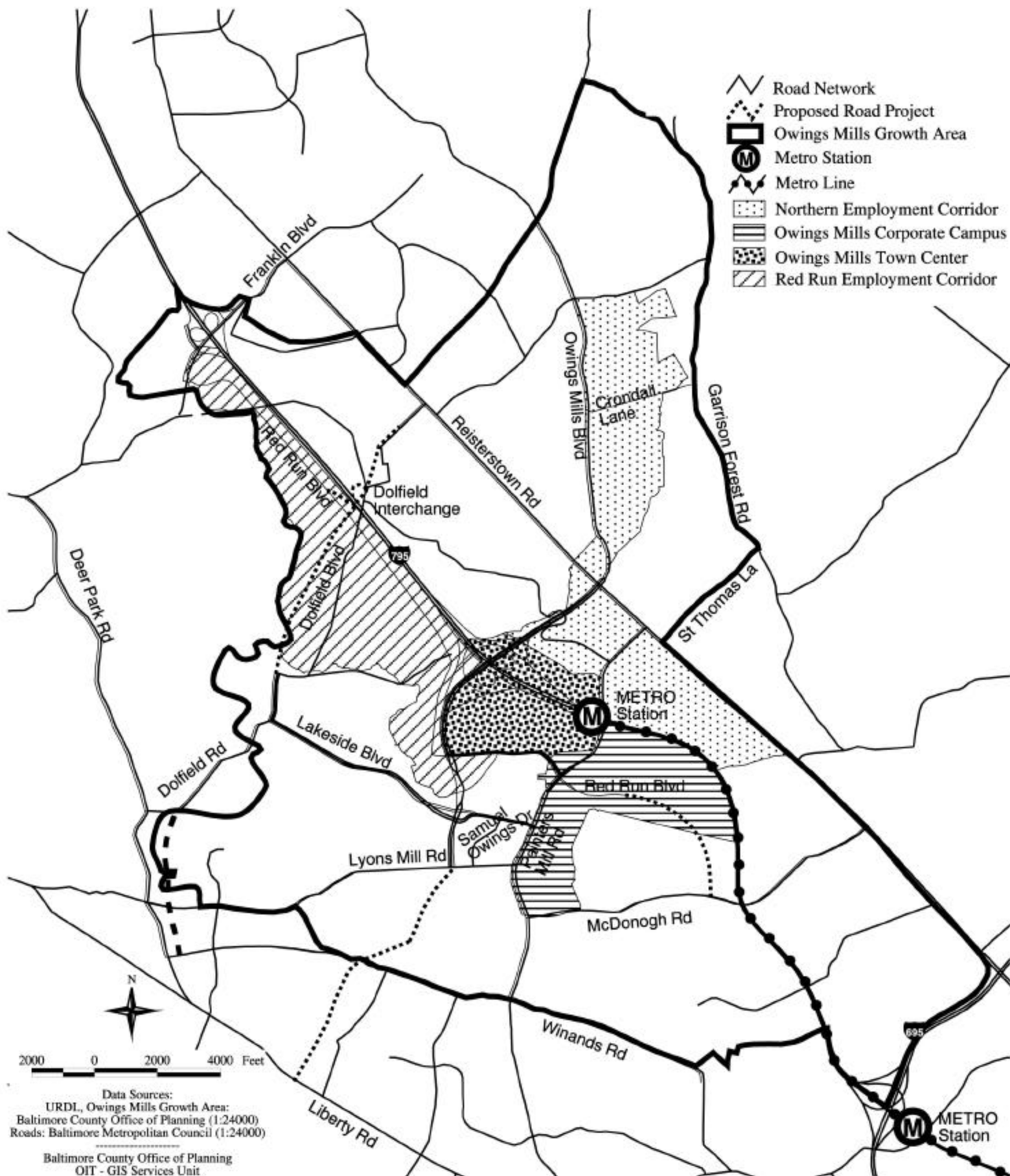


## GROWTH AREAS

### INTRODUCTION

***Concentrating development in two growth areas was a direct response to low density suburban sprawl, which is inefficient and costly.***

The growth areas, Owings Mills and Perry Hall-White Marsh, were conceived by the 1979 master plan as self-sustaining planned communities that would provide housing, employment, and a complete range of public and commercial services. Schools, parks, and a mix of housing types were to be clustered around a dense commercial core. Employment centers were designated within the growth areas and targeted for office and industrial development. Concentrating development in two growth areas was a direct response to low density suburban sprawl, which is inefficient and costly. Baltimore County and the state have invested large amounts of public money in the growth areas to make them premier locations for high quality, employment-intensive business and residential development. Private sector capital investment in the growth areas is, in turn, generating a significant share of the county's economic and employment growth (Map 22).



**Map 24**  
**Owings Mills Growth Area**



- Promote the growth areas as preferred locations for industrial and office development.
- Concentrate new non-auxiliary retail and service business in the established retail areas.
- Resist zoning changes and development that would reduce the limited inventory of land available for employment-intensive manufacturing and office uses.
- Provide public facilities and services in a timely manner to support planned growth.
- Create a diversified transportation system that includes effective transit and pedestrian connections.
- Maintain high-quality design, development, and landscaping.
- Foster a high-quality corporate image for the employment areas.
- Protect community conservation and sensitive environmental areas near the growth areas from the possible detrimental effects of increased urbanization.

### OWINGS MILLS GROWTH AREA

The Owings Mills Growth Area is located in the northwestern part of Baltimore County (Map 24). It is approximately 13,000 acres in size. It was designated as a growth area because of its proximity to a planned regional transportation network. In 1984, the county adopted the *Plan for Owings Mills, Maryland*, and established zoning for the growth area during the comprehensive zoning map process.

***Since the completion of Interstate 795 and the Metro rail system in 1986, the pace of development has been brisk.***

The Owings Mills plan designated five separate land use areas within the growth area:

- Owings Mills Town Center, which includes Owings Mills Mall and the 37-acre Metro rail station
- Owings Mills Corporate Campus
- Northern Employment Corridor
- Red Run Employment Corridor
- Residential areas, including Owings Mills New Town

Since the completion of I-795 and the Metro rail system in 1986, the pace of development has been brisk. More than 5.6 million square feet of non-residential development consisting of retail, office, research and development, office-warehouse “flex,” and industrial space has been developed. Over 6,100 residential units have been constructed, consisting of a broad mix of

custom single family homes, townhomes, condominiums, and apartments. When the Owings Mills growth area is fully developed it will be home to a projected 44,000 residents and provide jobs for approximately 32,000 employees.



## ISSUES AND ACTIONS

### **Issue: Promoting Economic Development**

Economic development and the creation of new employment opportunities were critical components of the 1984 plan for Owings Mills. The business community that is developing is extremely diverse. Several companies have established new headquarters and regional operations centers in Owings Mills, taking advantage of the area's well educated, highly skilled work force. The Owings Mills Corporate Campus, which is almost fully developed, has attracted businesses seeking high quality office development in a campus-style environment.

The Red Run Employment Corridor will provide 700 acres for four million square feet of office, flex, and light industrial. This corridor has been designated as another premier corporate office area for high quality, campus-style, office/flex development. Like the corporate campus, it should project a positive corporate image in order to attract wealth-producing national and regional serving companies. To reinforce the plans for the Red Run Employment Corridor, the county has also designated it as a "PUD-C Growth Area Corporate Center." PUD-C (planned unit development commercial) is a zoning overlay designation that allows for mixed use development in accordance with specific requirements and guidelines, and with special approval based on a detailed plan. The corporate center designation calls for well-designed and landscaped pedestrian-oriented development. It also prohibits non-auxiliary commercial retail projects.

The Northern Employment Corridor consists of two areas, one south of Reisterstown Road, and the other east of Owings Mills Boulevard. The latter area is comprised, in part, of parcels determined to be surplus by the Rosewood State Center, a large medical institution. It has begun to develop with flex warehouses along Crondall Lane and should continue to develop as an employment-intensive area. The area south of Reisterstown Road consists of mixed zoning with both retail and industrial development. This area, too, should continue to emphasize employment-oriented development.



*Several companies have established new headquarters and regional operations centers in Owings Mills, taking advantage of the area's well educated, highly skilled work force.*



### **Actions**

1. Ensure that the Red Run Employment Corridor is developed for corporate office and employment uses and that the Northern Employment Corridor is developed for flex/industrial use.
2. Maintain the PUD-C corporate center designation in the Red Run Employment Corridor and in a portion of the Northern Employment Corridor.
3. Continue to work with the Maryland Economic Development Corporation to develop a master plan for employment-intensive uses on surplus parcels at the Rosewood State Center.

### **Issue: Balancing Retail and Employment-Intensive Land Uses**

The 1984 plan envisioned retail opportunities at the Owings Mills Mall, within the Owings Mills New Town PUD, and at the intersection of Lakeside Boulevard and Samuel Owings Drive. According to the plan, larger region-serving retail services would be provided along Reisterstown Road and Liberty Road. Nevertheless, there has been continuous pressure to convert employment designated areas into region-serving retail development, particularly in the Northern Employment Corridor. Because of the large parcels of utility-served land that will soon be available in the Red Run Employment Corridor, this area has become attractive to developers for regional retail development. Substantial retail development in these areas would not only deplete the supply of land for employment-intensive uses, but would also detract from the vitality of the nearby, established commercial corridors and planned commercial nodes.

***There has been continuous pressure to convert employment designated area sites into region-serving retail development.***

### **Actions**

1. Discourage additional retail development, including personal storage warehouses, in the Northern Employment Corridor, and particularly along Owings Mills Boulevard.
2. Direct any new development of large scale, off-price, “big-box” retail uses to Reisterstown Road or Liberty Road.
3. Limit retail development in the Red Run Employment Corridor to auxiliary retail that is scaled to serve customers who are employed in the corridor.

### **Issue: Developing the Owings Mills Town Center**

The town center, which is also the terminus of the Metro rail line, should be developed as an intense mix of retail, service, office, and residential uses. Making use of structured parking, the Metro site can provide opportunities

for high density retail and employment development, public facilities, housing, and transit oriented uses. A study has been undertaken to determine possible uses. It should consider economic feasibility, design plans, and a public use component such as a center for higher education, and/or a library. Bicycle and pedestrian access to the town center should be facilitated.



## **Actions**

1. Complete the study for the Metro site.
2. Promote a concentration of high-quality mixed use development at the mall site.
3. Increase the vitality of the town center by encouraging more diverse non-retail uses such as full service restaurants, entertainment, or recreational uses.
4. Study and implement feasible mechanisms to make the Owings Mills Town Center accessible to bicyclists and pedestrians.

## **Issue: Achieving a Balanced Mix of Housing**

The mix of housing types has not been as balanced between single family and multi-family units as originally envisioned. A combination of housing market forces has resulted in a predominance of townhouses, condominiums, and apartments.

## **Actions**

1. Promote a mix of housing that emphasizes single family detached homes.
2. Evaluate the development potential and density of vacant parcels zoned DR10.5, DR16, RAE, and OT to determine appropriate land use and modify zoning as needed.

## **Issue: Providing Appropriate and Adequate Utilities**

The capacity of the Patapsco Waste Water Treatment Plant must be monitored as Owings Mills develops to ensure that the plant will be able to support future growth. Limited areas in Owings Mills will continue to rely on private wells and septic systems. The URDL should be adjusted to reflect existing and planned water and sewer service areas, zoning, and land management area designations.

## **Actions**

1. Monitor the capacity and efficiency of the treatment plant and address any anticipated or actual deficiencies.
2. Evaluate and complete minor adjustments to the URDL.



*A combination of housing market forces has resulted in a predominance of townhouses, condominiums, and apartments in Owings Mills.*



### **Issue: Providing a Functional and Attractive Transportation Network**

The Owings Mills transportation network has essentially remained unchanged since the 1984 plan. The overall network, although currently adequate to serve the area, needs to be reevaluated in light of several unanticipated conditions. First, the overall number of employees per square foot of building has increased because of the national trend towards smaller offices, which is partly related to computerization. The larger number of employees has resulted in more automobile trips using the Owings Mills network. Second, the rate of residential growth has accelerated in recent years, exceeding projections. The actual density of the residential areas is less than zoning allows; however, the rate of growth is greater than anticipated. Finally, with the advent of environmental regulations, obtaining road alignments and expanded rights-of-way has been difficult (Map 25).

As the roadway network is expanded, design aesthetics should be consistently applied in both private and public projects to assure high visual quality. The privately developed Owings Mills New Town provides a good example of landscaped medians and tree-lined rights-of-way with good pedestrian access. Similar design features should be considered for the remainder of the Owings Mills roadway network.

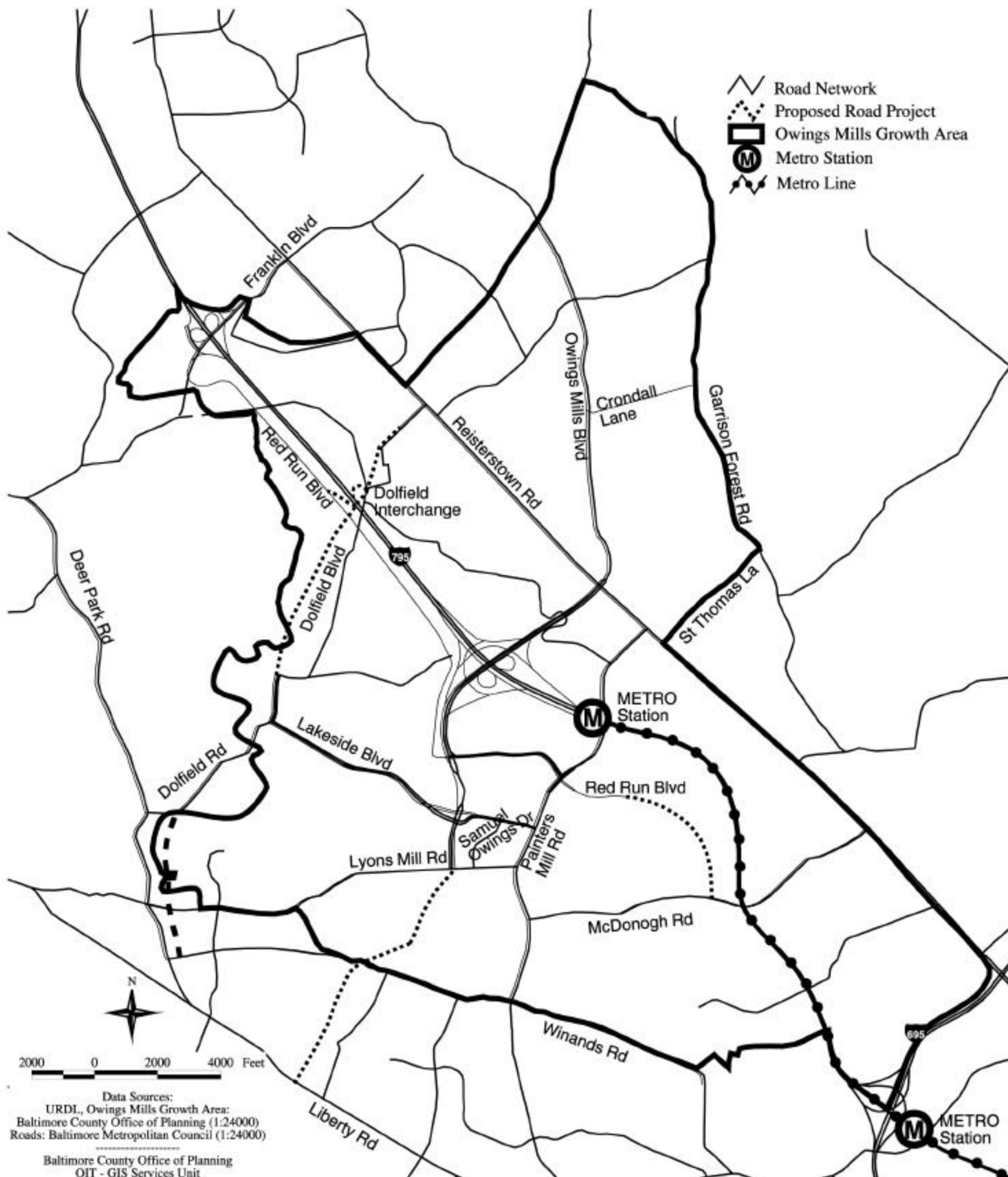
Because of its concentration of mixed uses, the Owings Mills Growth Area offers the potential for reducing local automobile dependence and thus traffic congestion. A comprehensive bicycle and pedestrian network would assist Smart Growth initiatives and enhance the quality of life.

### **Actions**

1. Construct the Dolfield Boulevard and I-795 interchange.
2. Evaluate the feasibility of completing the unfinished portions of the road network impacted by environmental regulations.
3. Develop facilities for pedestrians and commuters where appropriate. Evaluate pedestrian and public transit linkages, including MTA shuttle service, between the Corporate Campus and the Metro station, and make needed improvements.
4. Upgrade McDonogh Road from Painters Mill Road to Reisterstown Road.
5. Determine whether Red Run Boulevard should be extended to McDonogh Road.



*The privately developed Owings Mills New Town provides a good example of landscaped medians and tree-lined rights-of-way with good pedestrian access.*



**Map 25**  
**Owings Mills Growth Area Transportation Network**





6. Consider extending Dolfield Boulevard from I-795 to Reisterstown Road.
7. Construct the extension of Owings Mills Boulevard south to Winands Road and Liberty Road.
8. Study and implement feasible mechanisms to provide a comprehensive bicycle and pedestrian network within the Owings Mills Growth Area.

### **Issue: Providing Parks and Recreation Facilities**

The provision of recreational facilities and open space is one of the key elements in the development of Owings Mills as a desirable, attractive, and healthy place to live and work. The existing *Owings Mills Open Space Plan* adopted by the Baltimore County Council in 1995, remains valid. It provides for an extensive stream valley park along Red Run accessed by a system of pedestrian paths and bikeways. A proposed native species arboretum replaces the originally proposed Red Run Lake as the centerpiece of the park.

Many of the active recreational needs of the citizens of the Owings Mills area will be met through recreation programs at local school recreation centers, including proposed sites. However, it is necessary to supplement these sites with a variety of parklands that can provide a wide range of recreational opportunity. Two recent acquisitions, the 240- acre Northwest Regional Park site and the 80-acre former Associated Jewish Charities property, will greatly assist in meeting the recreational needs of the area's residents.

***Recreational facilities and open space are key elements in the development of Owings Mills as a desirable, attractive, and healthy place to live and work.***

### **Actions**

1. Plan and develop the Northwest Area Park with a mix of passive and active recreational amenities.
2. Develop the Red Run Stream Valley Park. Incorporate land dedicated by the Owings Mills New Town as well as the abandoned Old Dolfield Road right-of-way.
3. Obtain community input before approving and constructing neighborhood pathways. Open spaces that are not conducive to monitoring should be dedicated to homeowner associations or remain as natural areas.
4. Continue to involve the community in the park planning process.
5. Continue to use school properties to provide recreational opportunities for the surrounding community.

## **Issue: Meeting Educational Needs**

Baltimore County has continuously acknowledged and supported the need for community-based schools in the Owings Mills and Reisterstown areas.

The county has demonstrated its commitment to area schools by:

- Expanding the programmed New Town Elementary to 750 seats;
- Adding 600 seats to Franklin High School and 400 seats to Franklin Middle School;
- Adding 200 seats to Deer Park Middle School and 100 seats to Deer Park Elementary School; and
- Including funds for a New Town Middle and High School in the 1998 Bond Referendum.



## **Action**

Continue to monitor residential growth and plan for necessary school facilities.

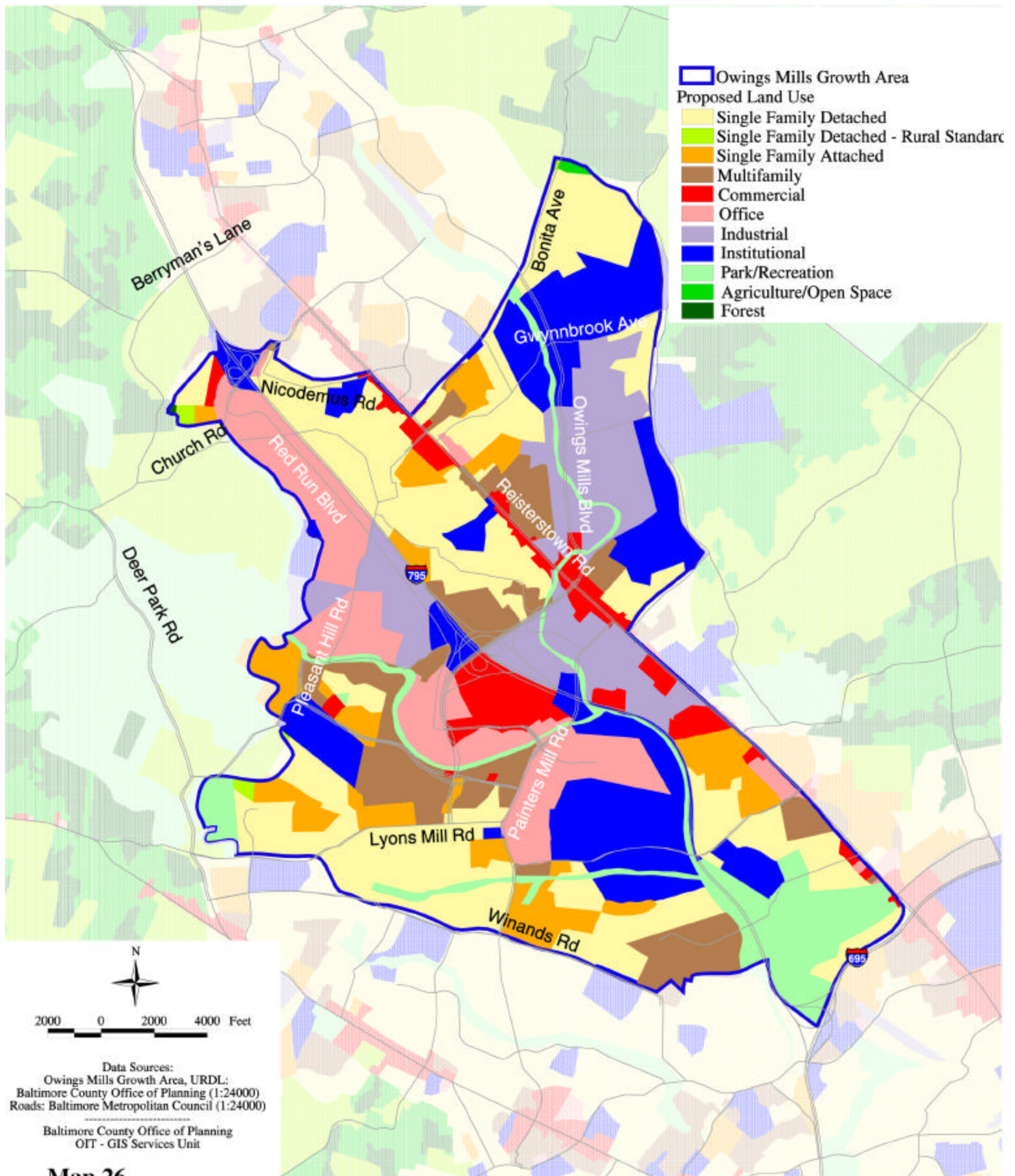
## **Issue: Ensuring Development Quality**

Development has taken place in Owings Mills without the benefit of an overall design model. While the quality of non-residential design has been good, the quality of design in residential developments has been inconsistent. The design objectives for Owings Mills are to create an attractive, well-functioning physical environment; to project a positive image of the growth area; and to define a clear sense of place. Landscaping, signs, and exterior materials can serve as unifying elements to support the community identity of Owings Mills. Design elements such as planted medians, street trees, and wide sidewalks can contribute to the community's attractive visual appearance and livability.

## **Actions**

1. Develop standards for new private and public development to provide high quality and uniformity.
2. Devise mechanisms to ensure that the standards are followed consistently, such as through covenants, an overlay district, or a special review process.
3. Provide for wide sidewalks and bikeways along the existing and proposed road network.
4. Review boundaries of the Owings Mills Growth Area and assess extending boundaries across roads in those instances where roads are used as boundaries.

***The design objectives for Owings Mills include creating an attractive, well-functioning physical environment and defining a clear sense of place.***



**Map 26**

**Owings Mills Growth Area Proposed Land Use**

## PERRY HALL-WHITE MARSH GROWTH AREA



The Perry Hall-White Marsh Growth Area is located in northeast Baltimore County (Map 27). It is approximately 12,000 acres or 18.8 square miles in size. The County Council adopted the *Perry Hall-White Marsh Plan* in 1985. The plan established the area, including White Marsh Mall, which opened in 1981, as the town center. White Marsh Boulevard was planned to provide convenient access to I-95 and I-695. Perry Hall and Honeygo Boulevards were planned to become part of a system of radial highway connections to all the surrounding residential districts, enabling the town center to become the central focus of the growth area.

The plan identified three primary areas for business development. The White Marsh Business Community was targeted for mixed office and light industrial development. This area was to be marketed for prestigious, high profile corporate development. The Philadelphia Road Corridor was identified as a location for a wide variety of industrial as well as other types of development. The Fitch Avenue Industrial Area was to be consolidated as a predominantly industrial district because of its good access to I-695.

Subsequently, detailed local plans prepared and adopted by the Baltimore County Council amended the *Perry Hall-White Marsh Plan*. The *Philadelphia Road Corridor Study*, adopted in 1992, made detailed recommendations on future land use and thoroughfares. The *Eastern Baltimore County Revitalization Strategy*, adopted in 1996, identified the White Marsh Business Community and town center area as the northern anchor for economic development in the eastern part of the county. It also reaffirmed the policies of the *Perry Hall-White Marsh Plan* for industrial land use.

The *Honeygo Plan*, adopted in 1994, promotes the development of traditional neighborhoods. Honeygo is bounded by Belair Road, Gunpowder Falls, Philadelphia Road, Chapel Road and Honeygo Run, forming the northern edge of the growth area. Concurrent with the adoption of the Honeygo Plan, the County Council created the Honeygo Overlay Districts. All land within these districts are covered by an H or H1 designation, and are subject to special regulatory requirements and design standards.

The Honeygo Overlay Districts are unique in many ways. For one, residential construction is linked to the provision of infrastructure improvements (roads,

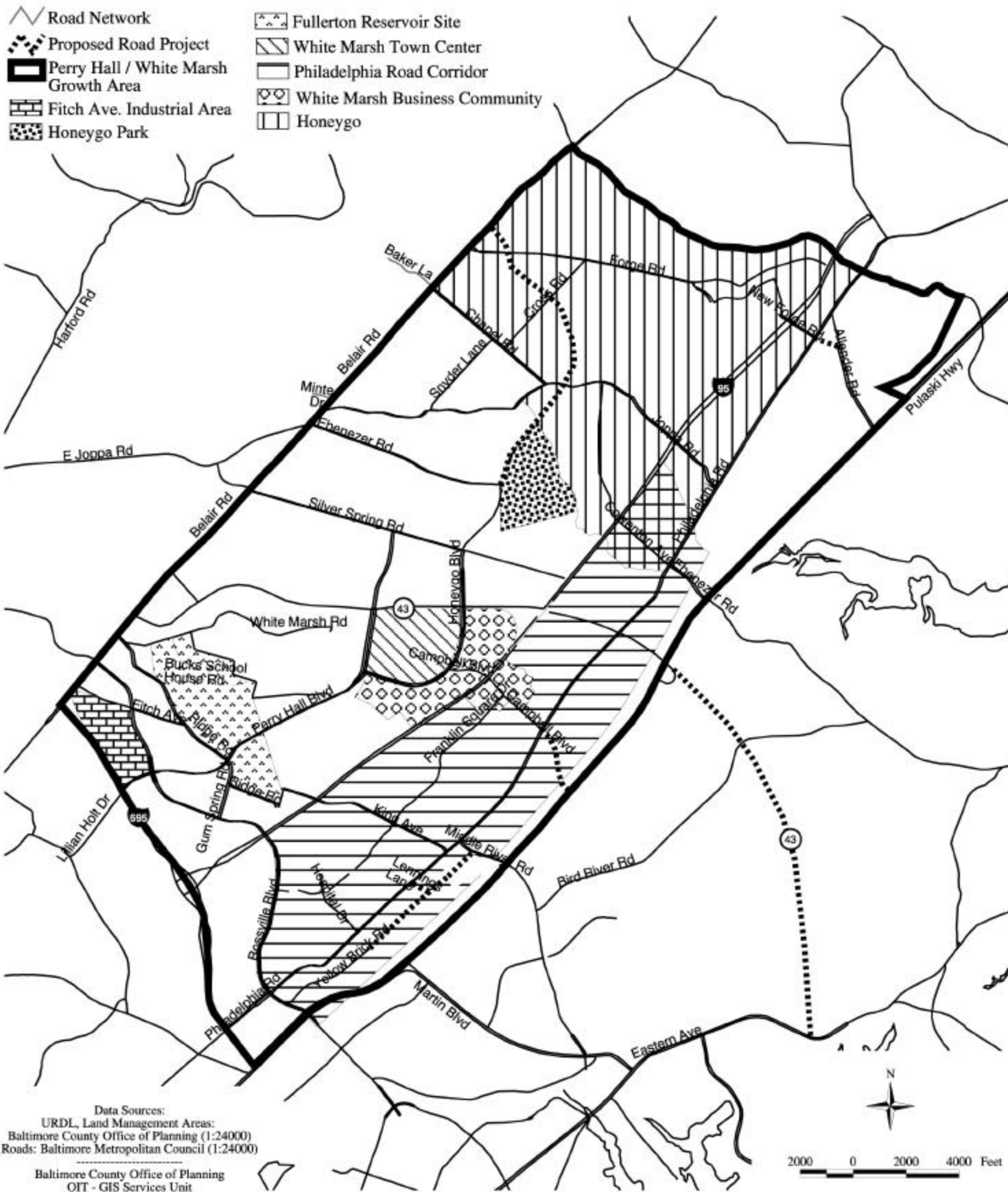


*The White Marsh Mall and surrounding development comprises the town center of Perry Hall-White Marsh.*



## Map 27

### Perry Hall-White Marsh Growth Area



sewer, water) that must precede large scale residential development. Additionally, the overall design of Honeygo is based on the “new town” concept. Tree-lined streets with sidewalks are laid out in a grid system. They will connect individual developments with each other and with the commercial center, which is planned in the heart of Honeygo. Parklands interspersed throughout the area will furnish ample opportunities for both active and passive recreation.



Since the *Perry Hall-White Marsh Plan* was adopted, major roadway projects have been completed providing access and water and sewer service to much of the growth area. Approximately 2.9 million square feet of private, non-residential development took place in the growth area from 1990-1998, including: 417,000 square feet of office space; 362,000 square feet of research and development flex space; 600,000 square feet of warehouse-distribution space; and 490,000 square feet of industrial development. The provision of public facilities has included a new library, police station, and post office.

New residential development areas in Perry Hall-White Marsh include over 400 acres west of I-95. More than 2,800 out of 3,000 planned dwelling units have been built, including single family homes, townhomes, condominiums, and apartments. The east side of I-95 offers an additional 200 acres of future residential development, which will allow for an additional 1,500 units. Since 1990, White Marsh residential activity represents 18% of the total county market.

## ISSUES AND ACTIONS

### **Issue: Promoting Economic Development**

The industrial, service, and commercial core of the Perry Hall-White Marsh Growth Area is the fastest growing employment area in the county. A high quality corporate image has been established at the White Marsh Business Community, which is a 430-acre mix of office, research and development, warehouse-distribution, light manufacturing, and retail space.

The Philadelphia Road Corridor is zoned primarily for light manufacturing uses with heavier business zoning along Pulaski Highway. Large portions of the western side of Philadelphia Road are zoned for residential development. The completion of infrastructure, especially Yellow Brick Road and the extension of Campbell Boulevard, will spur new development.



*The industrial, service, and commercial core of the Perry Hall-White Marsh Growth Area is the fastest-growing employment area in the county.*



With good access to the interstate system, the Fitch Avenue Industrial Area provides opportunities for additional industrial development.

### **Actions**

1. Encourage the most prestigious kinds of development to occur in the vicinity of the town center.
2. Encourage the development of industrial and office-research parks associated with a landscaped campus theme on parcels adjacent to White Marsh Boulevard and I-95. Ensure that White Marsh Boulevard continues to present an upscale quality image appropriate for the corporate businesses in the area.
3. Encourage a wide variety of industrial development in the corridor between Pulaski Highway and Philadelphia Road north of the beltway.
4. Provide amenities that attract national and regional corporate businesses.
5. Encourage particularly high quality development for all non-residentially zoned land between the town center and Pulaski Highway.
6. Retain industrial zoning in the Fitch Avenue Industrial Area.

### **Issue: Balancing Retail and Employment-Intensive Land Uses**

Retail and service development has occurred on two large industrially zoned tracts in the growth area, in one case as the result of a zoning change, and in the other case as the result of a successful PUD-C application. These changes were justified by the quality of development, the need for high quality commercial amenities to attract national and regional serving corporate employers, and changes in retail shopping patterns giving rise to “big box” retailers. Nevertheless, the rezoning of industrially zoned land to accommodate retail development represents an increasingly common trend that threatens the supply of land available for employment-generating, non-retail businesses. The core area around the town center now has a substantial amount of land used or zoned for retail/service.



*The Avenue at White Marsh was developed as a PUD-C on industrially-zoned land.*

### **Action**

Concentrate new retail development in established retail areas. Emphasize employment-oriented development in the remainder of the growth area’s non-residentially zoned property. PUD-C proposals should be consistent with this policy.

### **Issue: Developing the Town Center**

The largest single concentration of commercial activity in the Perry Hall–

White Marsh Growth Area is White Marsh Mall, a 1.1 million square foot regional shopping center. The mall is the focus of the town center and is surrounded by restaurants, a community shopping center, and a major furniture store. It is further complemented by several discount stores less than one-half mile away. “The Avenue at White Marsh,” a new commercial and entertainment center that has recently been developed with attractive architecture, a pedestrian-oriented site design, and extensive landscaping, has created a vibrant atmosphere in the town center. Developments with these types of amenities should continue to be emphasized in the town center.



### **Actions**

1. Encourage high quality office development and commercial businesses adjacent to the town center to maintain the growth area’s positive image.
2. Encourage pedestrian-oriented uses linked by public spaces.

### **Issue: Ensuring Livable Communities**

The majority of the Perry Hall-White Marsh Growth Area is zoned for residential use and has provided significant opportunities for moderate cost home ownership. Since 1980, the population in the area has grown by approximately 21,000 people and the number of housing units has increased by nearly 200 percent. The undeveloped residentially zoned land is concentrated in the Honeygo area and the southwest section of the growth area. The Honeygo area has been designed and planned as a pedestrian-friendly community of connected neighborhoods, rather than a collection of isolated subdivisions. Local community associations are concerned about the density, type, and timing of future housing construction and the need to support and stabilize older neighborhoods. Although designated as a growth area, Perry Hall-White Marsh has long-established communities that should be actively conserved.

***Local community associations are concerned about the density, type, and timing of future housing construction and the need to support and stabilize older neighborhoods.***

### **Actions**

1. Develop mechanisms to encourage a mix of housing types within the same development project where they are permitted by the zoning and development regulations.
2. Maintain and effectively enforce appropriate design and development standards for residential projects in order to maintain high quality environments.





3. Evaluate each new development proposal with respect to compatibility with adjacent land uses and the contribution of each new project in reinforcing existing or proposed open space, pathway, and circulation components.
4. Protect and upgrade existing residential areas through code enforcement and community conservation programs.
5. Evaluate the development potential and density of the existing DR 5.5 zoning located west of I-95 between Whitmarsh Run and I-695 and modify the zoning as needed to ensure compatibility with the neighborhood.
6. Orient new business development that occurs along Philadelphia Road at Campbell Boulevard toward Campbell Boulevard, thus limiting increased business traffic for the residential communities further south.
7. Consider limiting through truck traffic on Philadelphia Road south of Campbell Boulevard.

### **Issue: Providing a Functional and Attractive Transportation Network**

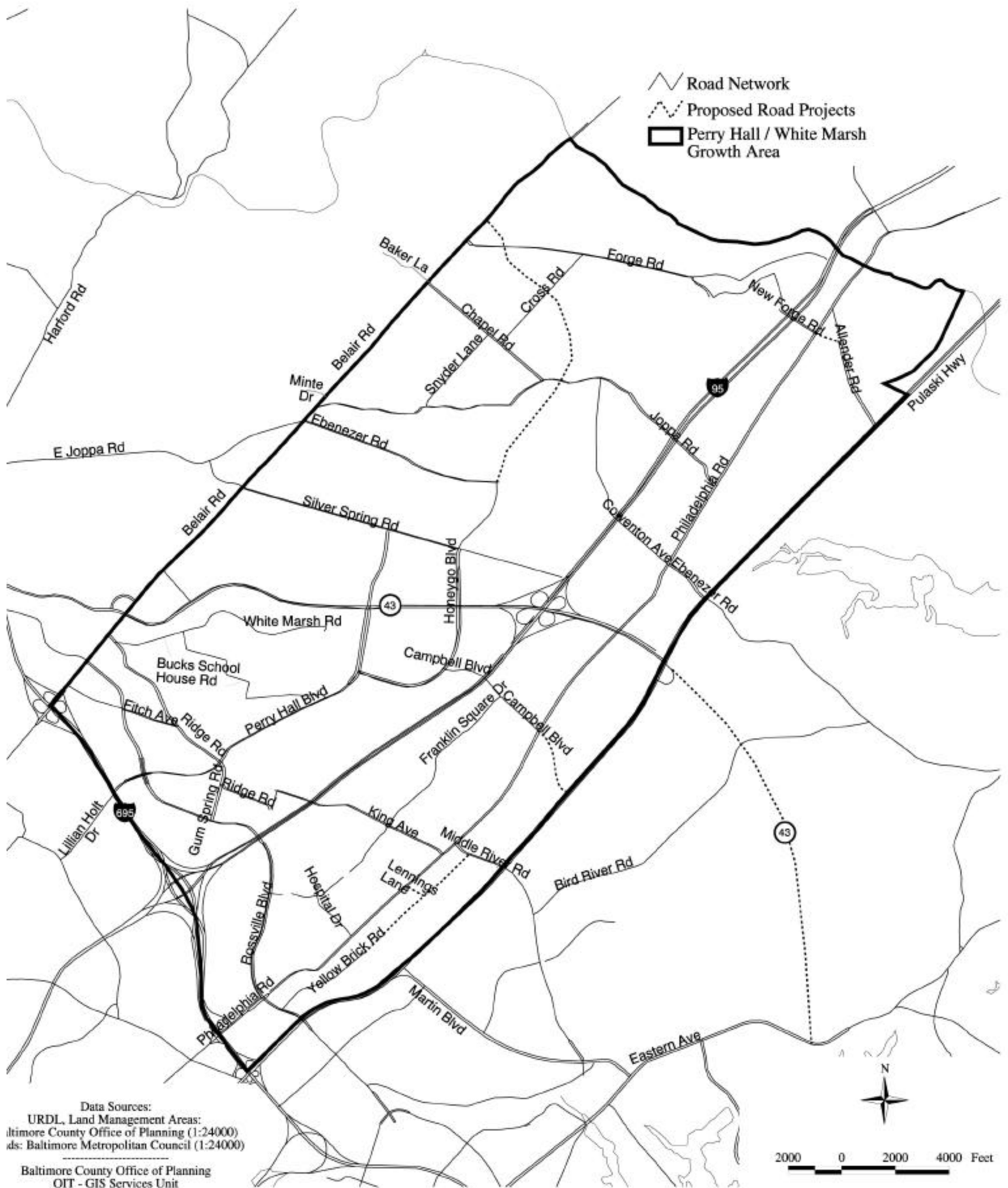
Several major roadway projects have been completed in the Perry Hall-White Marsh Growth Area over the last 10 years. Such projects include the construction of White Marsh Boulevard between I-95 and I-695, the extension of Perry Hall Boulevard from Rossville Boulevard to Honeygo Boulevard, the extension of Rossville Boulevard to Putty Hill Avenue, the construction of Campbell Boulevard between I-95 and Philadelphia Road, the extension of Franklin Square Drive to Campbell Boulevard, the widening and upgrading of Belair Road, and the construction of a new White Marsh Boulevard interchange at Philadelphia Road. The extension of Honeygo Boulevard to Belair Road and the extension of Campbell Boulevard to MD 43 are key projects needed to complete the growth area network (Map 28). Due to the concentration of employment and housing, transit opportunities need to be evaluated.



*Major road projects have opened up new areas for development.*

### **Actions**

1. Place a high priority on pursuing the following transportation projects that have been given an “early need” designation. This designation suggests the project is perceived to be needed now or in the short range in response to present or imminent circumstances.
  - Realign Ebenezer Road at Cowenton Avenue.
  - Widen the Baltimore Beltway from I-83 to I-95.



**Map 28**

**Perry Hall-White Marsh Growth Area Roadway Network**



- Construct Honeygo Boulevard from Ebenezer Road to Belair Road.
  - Construct Campbell Boulevard from Philadelphia Road to Pulaski Highway.
  - Widen Philadelphia Road from Campbell Boulevard to Cowenton Avenue.
  - Upgrade White Marsh Road from Bucks School House Road easterly.
  - Widen Perry Hall Boulevard from Rossville Boulevard to Honeygo Boulevard.
2. Provide major roads in such a manner that residential areas will not be penetrated by through traffic on local residential streets.
  3. Study and implement feasible mechanisms to provide a comprehensive bicycle and pedestrian network.

### **Issue: Providing Parks and Recreation Facilities**

Parks and recreation facilities in the Perry Hall-White Marsh Growth Area are not adequate to serve the existing residents. According to the Department of Recreation and Parks, the deficiency of such facilities in the growth area is greater than that of most other areas of the county. The area's need for additional park and recreation facilities will increase with continued population growth. Recent aggressive acquisition efforts have resulted in substantial progress towards meeting community recreational needs, but additional parklands are still needed.

***The deficiency of park and recreation facilities in the growth area is greater than that of most other areas of the county.***

### **Actions**

1. Revise and implement the master plan for Honeygo Park.
2. Seek out sites within the Perry Hall-White Marsh Growth Area, which may be suitable for the development of indoor recreation facilities through private/public partnerships.
3. Acquire additional park sites in the Perry Hall-White Marsh area, including sites needed as a requirement of the *Honeygo Growth Area Plan*.
4. Seek to develop existing park and recreation sites such as the Nottingham Middle School Recreation Center site and a portion of the Fullerton reservoir property, as well as newly acquired sites such as the Honeygo Park addition and the Forge View Road properties.
5. Continue to use school properties to provide recreational opportunities for the surrounding community.

## **Issue: Meeting Educational Needs**

A steady flow of county investment in new school facilities has been required to accommodate growth in the White Marsh area. Since the 1989 Master Plan was adopted, Joppa View Elementary School has been constructed, along with a major new addition. Major additions to Perry Hall Middle and Perry Hall High were completed.



Planning for additional growth, the county acquired and retains ownership of three sites that can be used to build schools, depending on projected enrollments. These are: Nottingham Middle School site (35.24 acres), Crossroads Elementary School site (11.07 acres) and the Ridge Road Elementary School site (19.68 acres). Additional school construction is planned to accommodate growth in the Honeygo Area, including an addition for Chapel Hill Elementary School.

## **Action**

Closely monitor enrollment trends in the vicinity of the Crossroads Elementary School site and Chapel Hill Elementary school. Based on monitoring and evaluation:

Initiate planning for the construction of Crossroads Elementary School and Chapel Hill Elementary School.

## **Issue: Ensuring Development Quality**

It is very important for the county to maintain and reinforce quality development standards, particularly in the growth areas. Regardless of how a site is developed, each project should be well designed, have attractive landscaping, and complement surrounding land uses. Image is a very important element in the marketing of the growth area. White Marsh Boulevard has become the area's main thoroughfare and as such, it should project an image of quality and vitality. Businesses that do not project this image, such as auto and truck oriented uses or uses with outdoor display or storage, should be located in less high-profile areas.

***It is  
important for  
the county to  
maintain and  
reinforce quality  
development  
standards.***

## **Action**

Establish standards for employment, retail, and residential land uses, and create a mechanism for implementation. (Design and development standards have already been established for Honeygo.) Review boundaries of the Perry Hall-White Marsh Growth Area and assess extending boundaries across roads in those instances where roads are used as boundaries.

## Map 29

### Perry Hall-White Marsh Growth Area Proposed Land Use

